

CLAIMS

1. A method of enabling a consumer to program a first consumer electronics system (102) for operation according to a preference of the consumer, the method comprising enabling the consumer to interact via a network (112) with an application (114) on a server (110) for generating control data to program the first system according to the preference.

2. The method of claim 1 comprising enabling to download the control data from the server to the first system for programming the first system.

3. The method of claim 1 comprising enabling to download the control data from the server to a second system of the consumer for programming the first system upon transfer of the control data from the second system to the first system.

4. The method of claim 1, wherein the consumer interacts with the server via a second system (104) different from the first system.

5. The method of claim 1, wherein the operation relates to configuring the first system for selective processing of content information.

6. The method of claim 1, wherein the first system comprises at least one of the following: a PTV, an audio jukebox, a television set, a home entertainment system.

7. The method of claim 3, wherein the second system comprises at least one of the following: a set-top box; a PC; a telephone.

8. The method of claim 1, wherein the consumer is enabled to interact with the application via speech input.

9. The method of claim 8, wherein the consumer is enabled to specify the preference to a human operator who interacts with the application based on the user's input.

10. The method of claim 4, wherein the consumer interacts with the server through the second system from a location remote from the first system.

11. The method of claim 10, wherein consumer requests the server to establish contact with the first system and the server establishes the contact in response to the consumer's request.

12. The method of claim 1, wherein:

- the server has a data base with information relating to the consumer and acquired prior to the interaction; and
- the generation of the control data takes into account the information in the data base.

13. An electronic apparatus (300) for being configured by a consumer, the apparatus comprises a combination of a first consumer electronics system (102) and a second system (104), wherein:

- the first system is programmable for operation according to a consumer's preference;
- the second system is network-enabled for user-interaction via a data network (112) with an application server (110), the application server generating control data based on the consumer's preference for configuring the first system; and
- the second system configures the first system based on the control data received from the server.

14. The apparatus of claim 13, wherein the first system comprises a PTV and the second system comprises a set-top box.

15. For use in a consumer electronics system, control data generated by an application server for configuring the system based on a preference specified by the consumer.